

STUDENT NAME		SID #	
PROGRAM CHAIR		DATE	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)					
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
CORE COURSEWORK								
BTS 109	Business Communications	5						
BTS 161	Business Software Essentials	5						
BUS& 101	Introduction to Business	5						
BUS 145	Business Mathematics	5						
CMST& 220	Public Speaking	5						
MKTG 110	Client Customer Relations	5						
MKTG 131	Principles of Professional Selling	5						
MKTG 154	Principles of Marketing	5						
MKTG 234	Advertising	5						
<i>Choose 5 credits from the following:</i>		5						
BUS 120	Organizational Behavior (5 Cr)							
BUS 250	Entrepreneurship (5 Cr)							
MKTG 200	International Marketing (5 Cr)							
TOTAL		50						

The Sales and Marketing Certificate of Achievement builds on the skills developed in the Sales and Marketing Certificate of Accomplishment. This certificate also aligns students for the Marketing Management associate degree.

LEARNING OUTCOMES

Certificate recipients should possess the skills & abilities described below:

- Apply advanced skills in the fundamentals of marketing, selling, advertising, communication and computer skills to develop or improve business concepts
- Identify and apply the e-marketing principles and concepts to on line organizations
- Enhance oral and written communication skills as well as team building skills through variable marketing assignments
- Demonstrate an ability to work in teams and with diverse groups in developing marketing campaigns and selling presentations to accomplish specific organizational tasks
- Demonstrate knowledge of business software to improve workflow

FOR MOST UP-TO-DATE INFORMATION, GO TO:

www.bellevuecollege.edu/programs/degrees/proftech/mktg/#salesmarketing

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